

## Message Text

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PAGE 01 MILAN 02130 170823Z

11

ACTION EB-07

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PA-02 SIL-01 USIA-15 PRS-01 /050 W

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TO SECSTATE WASHDC 4381

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MAMEMBASSY ROME 4750

UNCLAS MILAN 2130

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: PURARIA-PURACQUA FINAL REPORT

REF STATE A-5953

1. PURARIA-PURACQUA - AIR AND WATER PURIFICATION AND POLLUTION  
CONTROL EQUIPMENT EXHIBITION

2. USTC MILAN, NOVEMBER 6-12, 1975

3. 24 PARTICIPANTS

4. SALES DURING SHOW \$319,110

5. SALES PROJECTED DURING COMING YEAR:

A) NTM - \$3,155,000

B) OTM - \$112,000

TOTAL \$3,267,000

6. FOUR PARTICIPANTS SOUGHT EXREPS

7. THREE EXREPS APPOINTED DURING SHOW

8. EIGHT ADDITIONAL EXREPS EXPECTED NEXT 12 MONTHS

9. N/A

10. TOTAL REGISTERED VISITORS: 1752

11. A) ALBANY ENGINEERED SYSTEMS, GLEN FALLS, N.Y. NTM. EXPECTED

12 MONTHS SALES: \$100,000. EXPECTS SAPPPOINT ONE EXREP OBTAINING

18 LEADS DURING EXHIBIT. PENETRATED PORTUGAL, FRANCE, YUGOSLAVIA

AND ISRAEL FOR FIRST TIME. EXHIBITED MULTIPLE STAINLESS

STEEL FILTERS. WROTE D.R. MORGAN, PRODUCT MANAGER "EXTREMELY

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PAGE 02 MILAN 02130 170823Z

EFFICIENT HANDLING OF EXHIBITION AND CLASSIFICATION OF

CUSTOMERS. FRIENDLY ATMOSPHERE. GOOD IDEA EXHIBITION HELD IN CONJUNCTION WITH RICH-MAC." CLEARED

B) ANALYTICAL MEASUREMENTS, CHATHAM, N.J. NTM. PROJECTS 12 MONTH SALES OF \$50,000 HAVING OBTAINED 200 SALES LEADS. APPOINTED EXREP FOR ITALY DURING SHOW. EXHIBITED PH METERS AND PH CONTROLLERS. FRANK G. PAULLY, PRESIDENT, WROTE: "TIMED WELL WITH ITALIAN CHEMICAL SHOW. PERSONNEL AND COOPERATION FROM STAFF WAS EXCELLENT." CLEARED

C) AQUA-AEROBIC INTERNATIONAL, ROCKFORD, ILL. NTM. SALES DURING EVENT \$100,000. PROJECTED 12 MONTH: \$100,000. EXHIBITED AQUA-JET HIGH SPEED AERATOR CLARIFIER. CARL M. JACOBS, MANAGING DIRECTOR, WROTE: "EFFICIENTLY RUN SHOW AND HELPFUL STAFF." CLEARED

D) SINGER PRODUCTS CO., N.Y., N.Y. NTM. SALES DURING EVENT: \$8,000. PROJECTED 12 MONTHS: \$150,000. APPOINTED ONE SALES REP DURING EXHIBIT. EXHIBITED WATER TREATMENT SYSTEMS FOR INDUSTRY. RICHARD T. SINGER, MARKETING DIRECTOR WROTE: "CONTENT PERFECT BUT ITALIAN MARKET IS DEPRESSED AT THE MOMENT. EARLY FOLLOW ON APPEALS WARRANTED TO BENEFIT FROM TURNROUND IN ECONOMY. LONG TERM OUTLOOK FOR POLLUTION EQUIPMENT SALES IN ITALY SEEM GOOD, ESPECIALLY THOSE THAT REMOVE THE MORE OBVIOUS FORMS OF POLLUTION." CLEARED

12. THE MTC'S FIRST OFFICIAL EXHIBITION OF '75-'76 WAS A SUCCESS AND AUGURS WELL FOR A SUCCESSFUL EXHIBITION YEAR. SALES DURING THE EXHIBITION WERE EXCELLENT, TRIPLE THOSE FROM OUR PREVIOUS POLLUTION CONTROL EXHIBITION (NOV. 72). ALL FOUR EXHIBITORS SEEKING EXREPS EITHER SIGNED A REP DURING THE SHOW OR EXPECTED ONE WITHIN NEXT 12 MONTH. 21 OF 24 PARTICIPANTS REPORTED THAT FIRST OBJECTIVE IN ENTERING SHOW ACHIEVED, TWO "PARTIALLY" AND ONE "NO".

12. ITALIAN UNDERSECRETARY FOR COMMERCE AND INDUSTRY CARENINI PARTICIPATED WITH CONSUL GENERAL FINA AND MTC DIRECTOR IN SHOW OPENING ON NOV. 6. NOVEMBER 7 CONFERENCE ON "INSTRUMENTATION ANALYSIS AND ENVIRONMENTAL CONTROL" HAD SRO AUDIENCE IN MTC CONFERENCE ROOM WITH SPILL-OVER MOVED INTO LOUNGE, WHICH EQUIPPED FOR THE OCCASION WITH CCTV. PRINCIPAL SPEAKER WAS HARRY C. DE LONGE, VICE PRESIDENT, ENGINEERING AND TECHNICAL UNCLASSIFIED

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PAGE 03 MILAN 02130 170823Z

SERVICES, PEPSICO INT'L. SEMINAR DREW TRULY BR AUDIENCE OF ITALIAN GOVERNMENT AND INDUSTRY.

14. ON NEGATIVE SIDE, RICH-MAC TIE-IN PROVED LESS POTENT A DRAWING-CARD THAN ANTICIPATED. RICH-MAC DREW SMALLER AUDIENCE THAN EXPECTED, PRINCIPALLY BECAUSE OF STATE OF ITALIAN ECONOMY AND PARTICULAR THE ITALIAN CHEMICAL INDUSTRY -- RICH-MAC'S BIGGEST UNIVERSE. IN ADDITION, OUR SHOW SUFFERED SOMEWHAT FROM LACK OF TRULY NEW PRODUCTS PLUS SMALL NUMBER OF FIRMS

SEEKING REPRESENTATION; THIS DETRACTED SOMEWHAT FROM OUR  
VISITOR APPEAL.

15. SOLID RESULTS THIS EVENT (AND OUR EARLIER AUDIO-VISUAL SHOW),  
IN FACE OF CURRENT GENERAL CONDITION OF ITALIAN  
ECONOMY, INDICATES THAT ECONOMIC CONDITIONS HAVE NOT DETERRED  
LEADING ITALIAN INDUSTRIES FROM EXAMINING AND PURCHASING THE  
EQUIPMENT THEY NEED TO STAY PRODUCTIVE AND COMPETITIVE. THIS  
POINT SHOULD BE UNDERLINED BY OIM WHEN DISCUSSING PARTICIPATION  
IN FUTURE MTC EVENTS WITH AMERICAN INDUSTRY.FINA

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